

US Meat Highlighted In Japanese Ad Campaign

"Delicious American Meat, Try It!" was the theme used by the Denver-based U.S. Meat Export Federation (MEF) to launch a successful ad campaign in Japan recently.

More than 110 million Japanese consumers, 90 percent of the populace, viewed MEF television commercials and read print ads showcasing the high quality of U.S. beef, pork and lamb. "U.S. meats don't have a strong identity in the Japanese market because all imported meat is treated the same -- generically," says Phil Seng, MEF/Asian Director in Tokyo.

Designed to increase demand for American meat in Japan, a country with strict meat import quotas, the ad campaign is just part of MEF's Targeted Export Assistance (TEA)* program. TEA funds are used to promote American farm products facing unfair trade policies overseas.

To familiarize Japanese consumers about the great taste and quality of U.S. meats, MEF selected two themes for its ad campaign -- "desirable/delicious" and "why, why." The TV commercials

were set to the music of "Blueberry Hill" and two versions were filmed using a scenic California ranch and an upscale San Francisco penthouse as backdrops.

"In a generic marketplace like Japan, it's necessary to create a desirable product image," Seng explains. "We achieved this by conveying the many qualities of U.S. meat. It's tender, low in calories, nutritious and carefully inspected."

The U.S. meat ad campaign in

Japan was MEF's first. Survey results compiled by Nikkei Business, a highly respected Japanese business magazine, ranked the MEF ads an impressive sixth out of 270 entries. Competition was tough, including notable firms such as Sony, Hitachi and American Airlines.

According to Seng, the Japanese market holds tremendous potential for U.S. meat exports. By the year 2000, he estimates annual sales may top \$2 billion, up from current sales of \$480 million. A Japanese

consumer now eats less than 10 pounds of beef per year, compared to 78 pounds for an average American. Despite the higher price of beef in Japan, this difference in consumption is not strictly a question of money or demand. Per capita income in Japan is higher than in the U.S. The biggest obstacle to greater beef consumption is the Japanese government's own restrictions on meat imports, notes Seng.

MEF research also shows that

Japanese consumers are not aware of differences in imported meats because their government doesn't distinguish one from the other. "The recent infusion of TEA funds has allowed us to explain the benefits of U.S. meat directly to the Japanese consumer," says Seng. "It's important we continue this educational process now that the Japanese beef trade negotiations are heating up." He adds that Japanese beef quotas expire in March 1988.

Delmarva Poultry Managers To Meet

The 1987 Delmarva Broiler Housing and Flock Supervisors' Conference will be held Wednesday, Sept. 16, at the Wicomico Youth and Civic Center in Salisbury, Md.

Sponsored by the Delmarva Poultry Industry, Inc., in cooperation with the University of Delaware and the University of Maryland, the annual conference will open at 7:15 a.m. with registration, coffee and donuts, and exhibits. Ventilation management will be

the subject of the first session, starting at 8 a.m. At 10:30 a.m., a communication session will be held.

Following a noon lunch, the Delmarva Servicemen's Association scholarship and the Broiler and Breeder Flock Supervisors' awards will be presented. A panel on early brooding management will begin at 1:35 p.m., featuring representatives from Virginia Tech, University of Maryland, Purdue Farms and Townsends,

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The panel will be followed by a session on biosecurity at 3:30 p.m. The final session on manure management will begin at 4 p.m.

A fellowship hour will be held from 4:30 p.m. to 5:30 p.m.

The deadline for registration is Sept. 4. The \$25 per person registration fee covers all sessions, a copy of the proceedings, lunch and the coffee and donuts. Checks payable to Delmarva Poultry Industry, Inc. should be mailed to

George Chaloupka, Extension Specialist, R.D. #2, Box 48, Georgetown, DE 19947.



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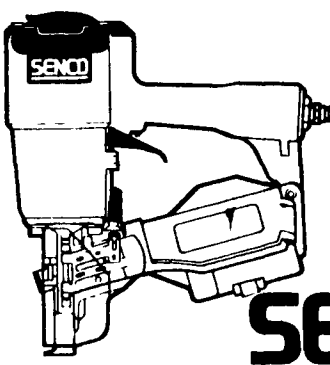
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